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THE EUROPEAN PLACEMAKING MAGAZINE

ONLINE SPECIAL | MAY 2021

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RETAIL TALKS

„WHAT'S NEW  
IN RETAIL?“

MAY 19, 3PM (CET),  
ZOOM



# THE OUTLET

A MODEL APPROACH TO RETAIL RECOVERY?

OUTLET MARKET UPDATE ROMANIA  
THE LATEST NEWS FROM THE EUROPEAN OUTLET SCENE

## DEAR READER,

It gives me great pleasure to present the latest **ACROSS Online Special** to you today. This time we have dedicated ourselves entirely to the topic of outlets. Outlets are highly interesting at the moment for several reasons. On the one hand, they have come through the pandemic phase relatively well compared to other types of businesses. On the other hand, the outlet sector in particular is currently showing a high willingness to innovate, which according to unanimous expert opinion is urgently needed in the entire retail sector. We have asked some experts for their assessment and also compiled a lot of outlet news from all across Europe for you.

I am particularly looking forward to our next **ACROSS RETAIL TALKS on May 19 at 3pm (CET)**. Our topic for this talk: **"What's New in Retail."** **Klaus Striebich** and I will be hosting this discussion. We will welcome **Julia Anna Lehnert** (AmRest Germany), the CEO of umdasch The Store Makers, **Silvio Kirchmair** and **Laurent Poffet**, Director Global Real Estate MF Brands, as our guests.

**Click here to register!**

I hope you will enjoy reading our latest online special!

*Yours sincerely*  
*Reinhard Winiwarter*  
*Publisher ACROSS Magazine*



IMAGE: ACROSS



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# THE OUTLET – A MODEL APPROACH TO RETAIL RECOVERY?

BY NICKY LOVELL, IMAGE: GLOBAL MUTUAL



Over the past year retailers and—by proxy—retail landlords across the UK and Europe have found themselves facing trading conditions so tough that many businesses on both sides of the landlord and tenant relationship simply may not survive. As even well-loved brands have entered into CVAs or fallen into administration, those operating in the retail space have had to demonstrate real innovation, perseverance and agility to find opportunities and manage risk in these uncertain times.

*“Many operators can still look to outlet as a strong, robust proposition for trialing their products, clearing old stock, accessing high levels of footfall and testing multi-channel retailing in attractive locations.”*

The outlet retailing model, which had already been weathering the storm of online retail well before Covid-19 hit our shores, has proven its resilience particularly well over the last year. The flexibility of the model is fundamental to its strength, allowing operators to adapt rapidly to change in ways that traditional retail models are simply unable to replicate. It should come as no surprise that outlet retailing has been the go-to destination for all manner of brands and operators during these months. In fact, we have now seen as many independent brands considering the outlet model for their first bricks and mortar presence, as there are national retailers looking to shift the large quantities of stock



**Nicky Lovell**  
Head of Outlets at Global Mutual

gathering dust on the shelves of their high street stores. The flexible rental approach frequently adopted in the outlet sector ensures that occupants and landlords are able to respond to rapidly changing consumer trends. It also enables retailers to form a clear picture of costs and outlay and make accurate decisions about the purchase of new stock.

In this market, we have to be focused on helping new operators to open and trade at speed—sometimes within days. As a result, many operators can still look to outlet as a strong, robust proposition for trialing their products, clearing old stock, accessing high levels of footfall and testing multi-channel retailing in attractive locations. It can be a particularly successful approach for local businesses with a deep and comprehensive understanding of the particular needs of their customer base in that catchment, something many national brands are unable to match. Landlords who ensure the tenant mix is optimized and consistently in line





with ever-changing customer requirements will benefit from a growth in patronage, and in so doing will enhance relationships with their existing tenants, enabling them to future-proof their businesses.

Our experience over many years shows us that outlet customers are very clear in what they expect in terms of choice and convenience: value for money combined with a “good day out”. To that end, we aim to offer a location-specific mix of brands and leisure activities. Not only must we provide customers with what they want, but also—important in the Covid-19 pandemic—give them a sense of safety and confidence to be able to shop in spacious, open retail environments with ample, free surface parking. For all that is encouraging about the more widespread adoption of a different leasing model, asset management in outlet retailing

is not for the faint-hearted! A high degree of agility and adaptability is needed—the churn of operators is constant; but it is the same churn which helps to keep the choice of brands fresh and relevant and make the model so compelling for brands and customers alike.

As we brave the tough early months of 2021, we will start to emerge from the Covid-19 crisis to discover a retail landscape that has irrevocably changed. In such a new, challenging environment, partnerships between operators and landlords will need to be stronger than ever.

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# ACCELERATING THE OUTLET CENTERS PLAYBOOK

BY CARLOS GONZÁLEZ, IMAGE: NEINVER



The pandemic has turned the world's economy and the retail landscape on its head. For the retail sector it has been a year like no other, but it is becoming clear that the health crisis has impacted the industry at different degrees. Although outlet centres are not immune to the pandemic's toll, they have recovered at a much faster pace than other retail formats when restrictions were eased or lifted. Their popularity among consumers is mainly driven by two things. First, their good value orientation, offering top brand names at affordable prices. This becomes an increasing advantage in an adverse macroeconomic environment in which consumers cut their spending on discretionary goods. And second, outlets have a strong customer orientation, evolving over the years to better suit their needs.

**THE PANDEMIC HAS PROVEN AGAIN HOW RESILIENT THE NICHE OUTLET INDUSTRY IS, BUT THE SECTOR NEEDS TO CONTINUE TO ADAPT TO THE NEW LANDSCAPE TO SECURE THE COMPETITIVE ADVANTAGE IT HAS EARNED SO FAR.**

Customer experience and value for money, key drivers in the retail game board, have been totally disrupted and are evolving with the current situation.

Our playbook has shifted from increasing strong leisure and food and beverage options towards prioritising a safe environment for customers. In 2020, NEINVER launched the "Shop safe, stay safe" blueprint, securing a safe shopping environment for our visitors. We reworked our operational and marketing strategies to align with changing consumer shopping habits and lifestyles and invested in our digital acceleration plan to effectively connect with and engage con-



**Carlos González**  
*Managing Director NEINVER*

sumers through the entire customer journey. Services such as virtual shopping, click-and-collect, and shopping by appointment were introduced to increase convenience and flexibility, in line with the mission-driven and omnichannel shopping patterns brought forward by the COVID-19 pandemic. We have been investing in our customer knowledge tools to gain truly relevant customer insights to keep pace with their expectations.

To maintain high occupancy rates, the pandemic has required lease negotiations and adjustments with almost every tenant to ensure business continuity for both parties. Building on our partnership with tenants through a long-term approach and intensive daily support will continue to be a key driver of outlets' success.

On the demand side, we have seen a change in what people are buying. Retail segments such as activewear and lei-





surewear, childrenswear, health and beauty, and home products have experienced a big rise and food and beverage is re-emerging as the situation improves.

**KEEPING PACE WITH CONSUMERS IN THEIR SEARCH FOR GREAT EXPERIENCES AND VALUE FOR MONEY, ESPECIALLY UNTIL THE PANDEMIC IS OVER, WILL REQUIRE A LARGE DOSE OF FLEXIBILITY, CREATIVITY AND THE ABILITY TO LISTEN TO THEIR NEEDS.**

For instance, consumers will be looking for spaces to connect with friends and family and they will give priority to outdoor options; price

will not be the only driver of spending but sustainability or connecting with brands' values will also play a role. The pandemic has increased consumers' focus on brands that are on their side in big societal challenges. As an example, NEINVER launched a Europe-wide initiative to promote art through local talent, a way to continue taking an active role in local communities while providing uplifting activities for our public. In this revolutionised retail landscape, connecting not only with the "minds" but also with the "hearts" of our customers has never been so important.

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# A 360-DEGREE COLLABORATION WITH ALL STAKEHOLDERS



BY PETR PROY, IMAGE: MCARTHURGLEN

Our goal has always been to offer our visitors an all-round carefree and, above all, safe shopping experience. Shopping should be fun, inspiring, and a welcome change from everyday life; making the day brighter for our guests has never been more important, and their safety and well-being must also be a top priority.

*“We continue to look forward with confidence, especially in regard to our future developments.”*

We live in a time when things that work well today need to be rethought for tomorrow. The pandemic has made clear how important it is to be flexible at all times, and we have managed to adapt very quickly in this respect.

However, this would never have been possible without 360-degree collaboration with all our stakeholders—brand partners, local and regional businesses, our communities, and our dedicated teams. From working together on implementing the highest standard of health and safety measures, to launching “By Appointment”, a store appointment



**Petr Proy**  
Regional Director Germany & Austria at McArthurGlen

booking app, and virtual shopping options for guests, the past year has made our partnerships more effective and stronger than ever.

I am also delighted to mention that a variety of new brands have opened with us in the last few months, with many more to come—often with very exciting store concepts. We continue to look forward with confidence, especially in regard to our future developments. On April 12, 2021 we opened our 26th center, Designer Outlet West Midlands, near Birmingham, UK, and we are excited for the opening of our next designer outlet, Paris-Giverny in France, which is currently under construction.

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# “REVENGE SHOPPING” IS COMING SOON

BY THOMAS REICHENAUER, IMAGE: ROS OUTLET SHOPPING



The pandemic situation is still serious, but there is hope that we will manage to come back to the “new normal” in Central Europe by autumn and that further retail relaxations will soon follow. ROS Retail Outlet Shopping focuses on trading up, closer brand partner and community co-operation, digital transformation as well as preparing for “Revenge Shopping”. The idea of “Revenge Shopping” has already been proven true in China, where stores and malls have been reopened for months. The recent Manic Monday in the UK saw the unleashed demand for fashion and luxury goods as the lockdown entered a less restrictive phase and even US department stores had a sales increase driven by the first round of stimulus checks in January this year.

*“Incorporating the latest trends and changes in shopping behavior in our managed outlets centers, they will be back stronger, driven by innovative glocal marketing.”*

Outlet villages will have a clear advantage after the pandemic due to their concept: mainly open-air shopping, shopping experience, value for money and suburban loca-



**Thomas Reichenauer**  
Co-Founder & Managing Director of ROS Outlet Shopping and Member of the ACROSS Advisory Board

tions. Incorporating the latest trends and changes in shopping behavior in our managed outlets centers, they will be back stronger, driven by innovative glocal marketing. Flexibility and timing—to be at the right time at the right place with the right message—are crucial. Make it unique, make it special. The pandemic is teaching us new lessons every day, but it also gives us opportunities. Let’s grab them!

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# PLACE, PRODUCT, AND PARTNERSHIP



BY ANGUS FYFE, IMAGE: REALM

Shopping habits were evolving long before lockdown restrictions were introduced at retail and leisure outlets. The doubling of online sales within six months has illustrated the dramatic growth in demand for speed, choice, and delivery. That said, there are three themes evident within the schemes managed by Realm that online just cannot replicate, and this gives us great confidence in our proposition.

*“How internet-proof outlet centers have adapted to the pandemic to support ever-changing retail habits.”*

**Place:** Realm-managed outlets in the UK saw a significant and rapid bounce-back when reopening between lockdowns last year, with a return of footfall levels to 85% on the previous year. This compared favorably to full-price shopping centers, some of which reached just 40 to 60% footfall in the same periods. With 60% of all UK shoppers ranking safety as the number one consideration on their agenda in 2020 (set to rise to 80% in 2021), this has proven a renaissance element of outlet shopping – the reassuring “secure feelings” that have consistently appeared in our center research have been brought much more to the fore.

**Product:** The shift in consumer behavior extends to the products that are being bought – and, unsurprisingly, this has been influenced by the extended periods of time that people have been spending in their own homes. Baking, cooking, redecoration, and home makeovers have been



**Angus Fyfe**  
Commercial Operations  
Director at Realm

prioritized over holidays and social events and, as a result, homeware sales in some of Realm’s schemes increased by 15% last year. Home has become a sanctuary and the introduction of more flexible working is likely to sustain further demand for homeware, cooking equipment, and tableware, which are all well represented at our schemes, so we expect positive sales growth this year.

Further categories to have experienced double-digit growth were sports, outdoor, beauty, and confectionary as our outlet retail destinations served the needs of consumers and their new-found fitness regimes and appetites to feel and look good – whether for a sense of normality, the next Zoom meeting, or social media feeds starved of content. Some stores saw growth as high as 40% in Q4 last year, and, with further interest from brands in these anchor categories, it seems the leisurely nature of outlets is striking a chord with leisure-orientated shoppers.

**Partnership:** With fewer periods to trade in last year, many retailers have questioned their purpose and commitment





to the brick-and-mortar sales channel. The role that outlet schemes can play in supporting cashflow for retailers cannot be underestimated, and as the sector has matured, so too has the level of investment and commitment to physical retailing at our schemes. More and more brands have become receptive to having both a full-price and outlet presence and are grateful for the increased levels of support and data-driven decision making that is prolific throughout the Realm portfolio.

Outlets are not so much managed but nurtured, fueled by the collaborative nature of turnover driven leases and the “in this together mentality” that has prevailed throughout the pandemic. It is no surprise that this partnership approach, which has proven itself so successfully for over 20 years in the Realm portfolio, is being considered more commercially and is being requested by many full-price retailers.

So, collectively, the three Ps have combined to create a war chest against the appeal of online retail. Outlets are enjoyable and rewarding – two massive selling points in the current climate – and to be able to deliver this at a center in which operator and tenant work in harmony is a bonus. With the rise of wellbeing touching so much of our lives, there is something to be said for the state of mind of our shoppers and the outlet proposition, with resilience being central to both. Realm outlets weathered the last recession, and there is nothing to suggest that they will not continue to thrive.

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# RIVERSIDE SHOPPING EXPERIENCE 2022

# ACROSS RETAIL TALKS ONLINE, MAY 19, 3PM (CET)

Challenge accepted: What does it take right now to implement successful retail concepts?

**May 19, 3pm CET**

**ACROSS RETAIL TALKS**  
"WHAT'S NEW IN RETAIL?"

**Challenge accepted: What does it take right now to implement successful retail concepts?**

**Reinhard Winlwarter, Publisher ACROSS Magazine**

**Klaus Striebich, RaRE Advise**

**Silvio Kirchmair, CEO umdasch The Store Makers**

**Julia Anna Lehnert, Director Development Germany Starbucks/KFC/Pizza Hut**

**Laurent Poffet, Director Global Real Estate at MF Brands Group**

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**THE NEXT ACROSS RETAIL TALK WILL FOCUS ON "WHAT'S NEW IN RETAIL?"**

- Three experienced retail experts talk about the future and its challenges.
- What will be the key elements of future retail concepts; and what separates the good ones from the bad ones?
- What are the requirements that shops and placemaking will have to meet in the future?
- Which consumer trends determine specific actions and developments
- ...and many, many more...

**THE MOTTO OF THIS TALK:**

- Snap out of it and seize the opportunity!
- The future will happen with or without us- let's make it happen with us!
- Better, stronger, smarter and more digital after the crisis!

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# OUTLET SHOPPING ON THE WAY TO THE SEASIDE?

Starting this May, Romania will have a second outlet center developed by Liebrecht & Wood at the Eastern exit of Bucharest.



MARKET REPORT BY IONUT OPREA

The Romanian retail market will soon reach 4 million sq m of GLA in shopping centers, retail parks, and outlet centers. Starting this May, Romania will have a second outlet developed by Liebrecht & Wood at the Eastern exit of Bucharest, which is connected to the highway towards the seaside resorts.

The first one was opened in the western area of the capital in 2008. It is integrated into a retail park, connected to the most important logistics parks, the highway to Pitesti, and one of the main mountain crossing routes towards Transylvania, to Sibiu.

“Romania is the second largest country in CEE, with a population of approx. 19 million and growing spending power, as well as great business premises beside the capital city of Bucharest. There are strong cities like Cluj-Napoca, Timisoara, Iasi, Constanta, Craiova, each with over 300,000 inhabitants and proven performances in terms of retail sales. Therefore, it is important for retailers’ business strategies to open more stores, and for new brands to enter the Romanian market.

The latest addition to the FASHION HOUSE Group portfolio is the FASHION HOUSE Outlet Centre Pallady in Bucharest, which will open on May 27, 2021. Situated near the A2 highway, the second outlet center in the Romanian capital has direct access to the highway in a key location with a catchment area of over three million people. FASHION HOUSE Outlet Centre Pallady is being developed in two phases. Phase one will open with 8,700 sq m this summer and the remaining 4,000 sq m will follow at a later date. With a budget of 25 million euros, it will accommodate over 60 stores, and have restaurants and a children’s play area. The Centre is already over 70 per cent let and will



IMAGES: CBRE ROMANIA

**CARMEN RAVON**

*Head of Advisory & Transaction, Retail, CBRE Romania:*

*“The consequence of more stores opening here is that more stock becomes available, which is great for outlet development.”*

offer customers top-quality international brands with discounts up to 70 percent, every day, all year round.

Brendon O’Reilly, Managing Director of the FASHION HOUSE Group, said, “For the last 12 years, the FASHION HOUSE Outlet Centre Militari has been strengthening the outlet business model by offering massive discounts to its customers every day, and FASHION HOUSE Pallady will support the growing demand for this kind of shopping experience. The combination of the top-quality tenant mix, high service standard, and its great location will attract both Bucharest’s residents and visitors.”





IMAGES: FASHION HOUSE GROUP



The new outlet center will include open-air gallerias—a unique feature—while the shopping alleys are inspired by the Belle Epoque style of Bucharest’s old city.

### **BUCHAREST IS COVERED VERY WELL WITH THE TWO OUTLETS.**

“A brand’s decision to open an outlet is very much linked to the number of stores that a brand has in the country but also of the remaining stocks strategy, as some brands are returning them to the centralized storage. I would say that for the time being Bucharest is covered very well with the two outlets. Given the size of the country, at least two more outlets in regions such as Transylvania and Moldova would be a target that professional outlet developer should consider,” underlines Carmen Ravon.

Cornelia Nicolae, Retail Operations Director at FASHION HOUSE in Romania added, “Our new development clearly demonstrates the growth potential of the fashion retail market. Especially now, when Romanians have become more sensitive to the quality/price ratio, a context that offers great opportunities for both our outlets.”

How can brands optimize their collections, stocks, and strategies in the current market context? “During the pandemic, we all had to adapt to new ways of shopping, with peaks of demand like we saw during the back-to-school period last year, or as we expect in the upcoming period when people return to their offices and are allowed to mingle again. Take for example the period between October and December, which usually generates over 35% of the total online retail sales, due to Black Friday and Christmas

campaigns. In order to maximize sales, brands became very agile in terms of predicting the stocks they need. This had an impact on supply chain strategies where omnichannel services are vital, as well as on the reviews of the respective store networks.

### **BUCHAREST WITH SOLID MACROECONOMIC FOUNDATION**

“The outlet option is also important”, concludes Carmen Ravon. Bucharest has a population of 2.15 million people, reaching 2.60 million people including the metropolitan area, with 1.19 million employees and 175,231 students. However, unofficial figures suggest that more than 3 million people are living in the capital. Despite the Covid-19 turmoil, the city’s macroeconomic foundation is solid. The unemployment rate remained low during 2020, while the average net salary increased by 7.6% reaching 4,716 leu (968 euros) in December 2020. The capital’s residents have many other options beside the outlets so far—15 shopping centers with a total GLA of 709,000 sq m (57% of the stock) within reach, 11 retail parks with 438,000 sq m GLA (35%), and 6 commercial galleries (105,000 sq m GLA) covering the remaining 8% near the city. However, the expansion in logistics and residential areas in the Western part as well as the renewal and significant developments in residential and retail sectors in the Eastern part, have the potential to enhance footfall and sales at the two outlets that will be operational starting this summer, as the total amount of space reaches 28,000 sq m in this segment in Romania.

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## MCARTHURGLEN OPENS DOORS TO MAJOR £160 MILLION SHOPPING DESTINATION NEAR BIRMINGHAM

McArthurGlen celebrates the opening of McArthurGlen Designer Outlet West Midlands, its major new £160 million fashion destination that is set to be the only stand-alone shopping centre to open in the UK this year.



IMAGE: MCARTHURGLEN



The arrival of the landmark centre is a significant moment for McArthurGlen as it marks the group's first UK opening in over 20 years, as well as a return to the market where it introduced the concept of designer outlet retailing in Europe with Cheshire Oaks in 1995.

The centre is McArthurGlen's seventh British designer outlet, joining its leading destinations in Ashford, Bridgend, Cheshire Oaks, East Midlands, Swindon and York, and it is the group's 26th across Europe and in Canada.

"This opening represents not only a huge milestone for McArthurGlen as we continue to grow our European footprint, but a defining moment for brick-and-mortar retail as the only stand-alone shopping centre to open in the UK this year. As we emerge into a new consumer landscape, we know customers still crave the extraordinary day-out shopping experiences and moments of magic that only physical





retail can offer, and we remain extremely confident that West Midlands will deliver this,” commented Susie McCabe, Co-CEO of McArthurGlen.

**A LANDMARK RETAIL DESTINATION**

Located just 30-minutes from Birmingham, Designer Outlet West Midlands provides customers with one of the country’s finest open-air retail and leisure experiences, offering up to 80 iconic brands in its first phase with year-round savings of up to 60 per cent.

Underlining the centre’s excellent fashion offer is a collection of sought-after international brand partners, including Coach, Kate Spade, Hugo Boss, Levi’s, Lacoste, Tommy Hilfiger, Guess, Calvin Klein, Ted Baker, Reiss, Kurt Geiger, Gant, Radley and Joules.

Completing the line-up of leading names in sportswear and athleisure are Nike, Adidas, Under Armour, Asics and Skechers, while Wagamama, Starbucks and Five Guys are the first much-loved food and beverage brands to open, with their restaurants overlooking the Mill Green Nature Reserve.

To ensure that all customers enjoy a memorable day out when visiting the centre, it also features a one-of-a-kind children’s adventure playground adjacent to the nature reserve, luxury guest amenities, a dancing fountain, a bespoke sculpture and a Changing Places facility.

**A THRIVING COMMUNITY HUB**

The centre has been brought to life as the result of a joint venture between McArthurGlen, Aviva Investors and the Richardson family. Spanning 285,000 square feet in total over two phases, the centre will create 1,000 new retail jobs for the community, supporting around £20 million of employment income each year. A partnership with Walsall College for a new training academy has helped connect local people to job opportunities with brand partners stores.

To help reduce its impact on the environment, the centre features around 400 newly planted trees, along with solar panels, on-site beehives, a wormery, electric car charging points and bicycle parking, helping create a greener, more sustainable retail destination. It also provides direct access to the adjacent nature reserve and its network of footpaths, encouraging local customers to visit on foot.

A £15 million contribution to a highway improvements programme has enhanced the nearby road network, while a £1.5 million package has supported local projects, including the ongoing maintenance of the Mill Green Nature Park.

“Designer Outlet West Midlands is an exceptional addition to Britain’s retail landscape and arrives at a time when the outlet sector continues to outperform the wider retail market. Investing in high quality designer outlets is in line with our core strategic objectives, so we’re looking forward to continuing to work closely with McArthurGlen to drive the performance of the centre and see it become one of the UK’s leading retail assets,” commented Darren Freed, Director at Aviva Investors.



# BRAINTREE VILLAGE ANNOUNCES THE OPENING OF REGIONAL DEBUT FOR LUXURY BRAND ARMANI

Landsec has announced that Italian luxury fashion brand Armani has opened its first-ever outlet in Essex at Braintree Village, in line with non-essential retail opening across the country.



Spanning 1,889 sq ft, the new Armani store is next to Polo Ralph Lauren, joining other leading designer brands such as Calvin Klein, Tommy Hilfiger, and Timberland all operating within Braintree Village.

Founded in Milan in 1975 Giorgio Armani, today Armani is a world-leading luxury brand recognised for its contemporary elegance and sophisticated designs. Braintree Village visitors are now able to shop the iconic Italian fashion brand with up to 35% off the RRP across the store.

Armani's signing at Braintree Village is the first for the outlet in 2021, following the 11 new stores that joined the destination last year.

Bruce Findlay, Landsec's Managing Director, Retail, commented: "Across our outlet portfolio, designer brands are



IMAGE: LANDSEC

an important part of the offer, and provide another compelling reason for our guests to visit us. As a globally respected name, Armani is a brilliant addition to our array of internationally recognised and independent names at Braintree Village, complementing the existing luxury offer in our retail line-up. We are very pleased Armani have chosen Braintree Village, and to be safely welcoming customers back to our destination."

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# ACROSS COMPANY LIVE-SESSION (ACLS)

**ACLS is an innovative form of online presentation for companies and projects, which is comprehensively supported by promotional measures beforehand and afterwards.**

## **BRIEF DESCRIPTION:**

- One-hour online presentation (via Zoom)
- Topics: company presentation, project presentation, introduction of the team or individual decision-makers, presentation of surveys, case studies, etc.
- Moderated by ACROSS (either by publisher Reinhard Winiwarter or ACROSS expert moderator Klaus Striebich)
- Video presentations, charts, green-screen settings, etc. can also be integrated
- ACROSS provides comprehensive upfront promotion and follow-up coverage

## **ACLS – THE DETAILS:**

### **UPFRONT PROMOTION**

ACROSS announces the ACLS via following communication channels approx. 4 weeks before the live date:

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- Social media postings (LinkedIn, Facebook, Twitter, Xing)
- ACROSS e-paper

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## **LIVE SESSION**

- Duration: 1 hour
- Technical platform: Zoom
- Moderated by ACROSS publisher Reinhard Winiwarter or ACROSS expert moderator Klaus Striebich
- Integration of presentations, surveys or green-screen settings is possible (this external content is provided by and at the expense of the respective partner)
- The audience may ask questions during the live session. The moderator coordinates this Q&A session.
- The live session will be recorded and is subsequently available for the partner via streaming

## **FOLLOW-UP COVERAGE**

ACROSS's editorial team provides a summary of the live session, which will be published via the following channels (including a download link):

- Website, [www.across-magazine.com](http://www.across-magazine.com) (approx. 3,500 unique user per day)
- Newsletter (approx. 30.000 subscribers)
- Social media postings (LinkedIn, Facebook, Twitter, Xing)
- ACROSS e-paper
- The follow-up coverage extends across a time period of 3 – 4 weeks

**THE OVERALL COMMUNICATION PERIOD FOR AN ACLS IS APPROXIMATELY 7 WEEKS!**

## **FURTHER INCLUDED SERVICES:**

- Detailed upstream coordination & briefings
- Thematic preparation
- Definition of processes
- Clarification of technical details (especially in regards to the integration of external content)



# WORK STARTS ON THE GRANTHAM DESIGNER OUTLET VILLAGE

Work has begun on-site at the Grantham Designer Outlet Village, a destination that could create up to 1,500 full and part time jobs after it opens in 2023, in a resounding endorsement of the economic opportunities that bricks-and-mortar retail destinations bring.



IMAGE: GRANTHAM DESIGNER OUTLET VILLAGE



- Major stride forward taken despite challenges facing retail
- 1,500 new jobs and £100 million investment for Lincolnshire
- Trends embraced to provide a digital retail experience alongside bricks-and-mortar stores
- Premium retail destination set to be among the top performing designer outlet villages in the UK

With designer outlets having shown continued resilience, both before and coming out of the pandemic, the develop-

ment is a clear vote of confidence in the sector and in the opportunity the site offers to brands. The new destination will represent a blueprint for a modern designer outlet village in a digital age, intricately designed to provide a comprehensive customer experience, drawing on the development team's creativity and successes in delivering such destinations.

With its location at the heart of the East Midlands, the scheme will be one of only a few premium designer outlets in the UK to front directly onto a major arterial route:





the A1, being the UK's third busiest road. The adjoining new junction on to the A1 is due to open by September 2021. Bowmer + Kirkland, one of the UK's most successful private construction companies, is the development's main contractor, and has started delivery of Phase One of the 270,000 sq ft designer outlet village.

The scheme, which is being developed by Grantham-based property investor Buckminster, and designer outlet retail specialists Rioja Estates, will provide a major boost to the area's long-term economic future, bringing £100 million of inward investment. Together with the County Council's construction of the £100m Grantham Southern Relief Road, Buckminster's nearby 3,700-home Garden Village, and South Kesteven District Council's plans to revitalise the attractive market town of Grantham, this scheme is part of a co-ordinated 'levelling up' regenerative economic drive for Lincolnshire.

At the ground-breaking ceremony on 17 March to mark the start on site, **Giles Membrey, a pioneer of the designer outlet retail market and Managing Director of Rioja Estates, said:** "Machines on the ground today will create opportunities for local residents, businesses, and national and international brands tomorrow. Our scheme will offer a memorable day out for those who live nearby and those from farther afield, while retailers and restaurants that open here will benefit from a catchment that includes the residents, students, workers and tourists of towns and cities such as Cambridge, Nottingham, Leicester, and Lincoln. We are supporting local jobs both during and beyond construction, and are championing Grantham which will benefit from additional footfall from visitors to the outlet village."

Also present at the ground-breaking ceremony were Councillor Kelham Cooke, Leader of South Kesteven District Council; William Lee, Director at Buckminster; and Gary Bradley, Regional Director of Bowmer + Kirkland.

While designer outlet villages had been outperforming full-price retail destinations even before the pandemic, Covid-19 has created a further shift towards the sector. Featuring open air and spacious designs, outlet villages are well-suited to the Covid-conscious consumer. In addition, as many households prioritise finding good deals due to squeezed finances, designer outlets deliver a successful

combination of branded and stylish wares at great value. The Grantham Designer Outlet Village will benefit from these trends, and has been predicted to be one of the UK's top performing outlet centres by Pragma.

The team behind the Grantham Designer Outlet Village combines local knowledge with extensive international outlet expertise, and a track record of delivery across the UK and Europe. Rioja Estates has an impressive list of projects that includes successful designer outlets for McArthurGlen in the UK: at Bridgend, Swindon, East Midlands, and, opening this spring, Cannock, West Midlands; Premier Outlets Budapest in Hungary, as well as Alpes The Style Outlets for Neinver in France. Buckminster, as a property business investing in the Grantham Designer Outlet Village, stewards its centuries-old connection to the town, acts as a master residential developer, and has an expanding commercial property portfolio in Grantham and the region.

**Sir Richard Tollemache, Chairman at Buckminster, said:** "The Grantham Designer Outlet Village offers us not only the opportunity to create one of the UK's most successful outlet retail destinations, but to build a better future for our community in Grantham. As a family-run, Grantham-based business we are incredibly passionate about this project because we believe in the benefits it will bring to the area: new jobs, new investment and new visitors to the town centre. The Grantham Designer Outlet Village will be absolutely driven by its contribution to our local economy and society from day one."

The Grantham Designer Outlet Village will embrace the latest retail and societal trends as one of the first post-pandemic shopping destinations to open in the UK. Featuring open air boulevards and covered walkways that allow for easy social distancing and fresh air, the scheme will also contain many benefits that ensure retailers can continue trading, no matter the circumstances, including an e-commerce platform and delivery service.

Featuring up to 90 stores, restaurants and coffee shops in Phase One, with up to 50 more proposed for Phase Two,



# OUTLET NEWS



the Grantham Designer Outlet Village is projected to achieve turnover of £400 per sq ft initially, rising to £500 per sq ft in Phase Two. Rioja Estates are in advanced talks with household brands from across Europe that are expected to delight shoppers when the first names are announced later this year.

The architect is Holder Mathias Architects, one of the most successful outlet village designers in UK and Europe.

More information can be found at:  
<https://granthamoutlet.co.uk/>

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# REALM DEMONSTRATES THE ENDURING STRENGTH OF OUTLET PROPOSITION WITH 140,000 SQ FT OF DEALS

Activity demonstrates retail and F&B occupier confidence in physical outlet retailing, which continues to weather the pandemic storm.

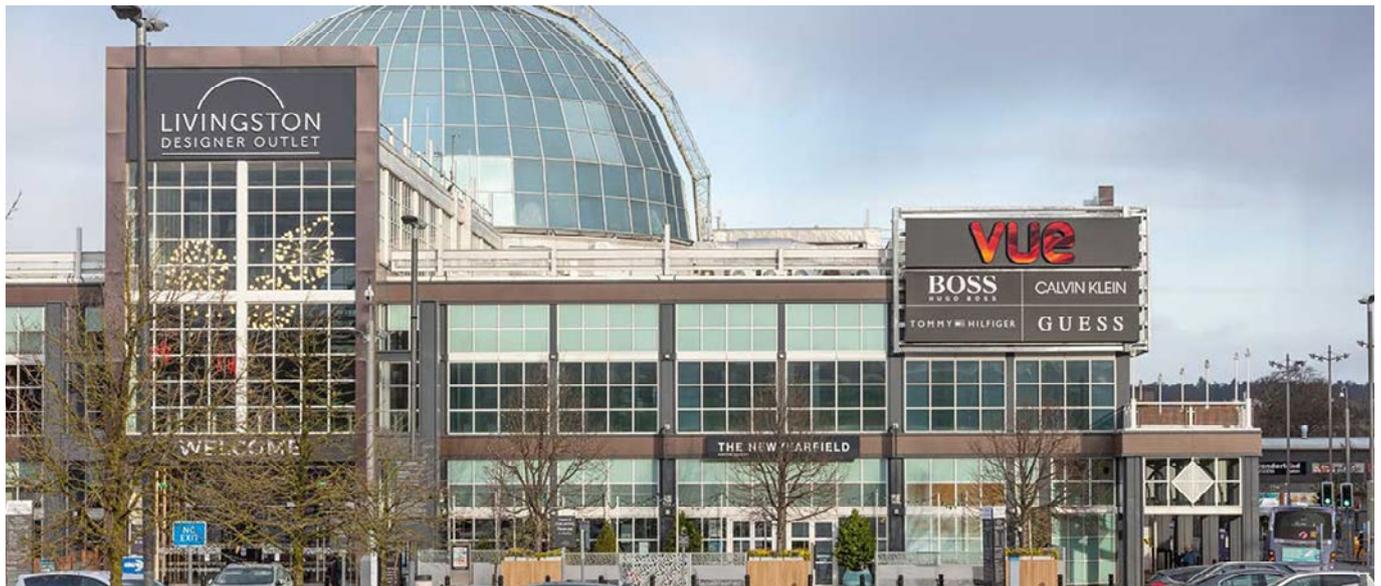


IMAGE: REALM



In some ways it has been business as usual as Realm, the specialist independent asset manager, has delivered 29 new leases and regears in 2020/1 across its outlet centre portfolio. With non-essential retail reopening in April, it has served as an opportunity to reflect on another busy year for the operator and their in-house leasing team who have successfully negotiated with current and new occupiers across several categories that include fashion, health & beauty, athleisure and F&B.

The deals totalling 140,000 sq ft across the country and demonstrate that the outlet proposition is still teeming with opportunity and resilience if it is well managed and main-

tained. Livingston Designer Outlet has boosted its athleisure, fashion and footwear line up with Champion, Dune and Jack and Jones. London Designer Outlet in Wembley has also increased its fashion offering with a total of 36,000 sq ft of leases agreed, including a significant expansion of its sports and athleisure line-up. Elsewhere, Dalton Park in County Durham has diversified its tenant mix through new deals agreed with the supermarket Morrisons, alongside Costa Coffee, Molton Brown and Cotton Traders.



# OUTLET NEWS



Christine Grace, Leasing Director, at Realm, said: “Business has continued as usual in many ways as the Realm leasing team has continued to successfully promote and negotiate new deals with brands to take space in our portfolio. What has changed is the way we have liaised with potential occupiers using technology: deploying 360 degree virtual tours of our schemes and showcasing individual units remotely when protocols dictated that a face to face viewing was not possible. With these challenges and fewer trading periods last year, the volume of leases we agreed across Realm’s portfolio seems all the more impressive and ultimately demonstrates a resolute vote of

confidence in the outlet offering from the brands that we have been speaking to.”

Realm-managed outlets in the UK saw a significant and rapid bounce-back when reopening between lockdowns last year, with a rapid return of footfall levels to 85% on the previous year, which compared very favourably to full price shopping centres. The resilient performance of physical outlet destinations is a timely endorsement that the Realm portfolio offers a much needed and popular leisurely and rewarding retail experience which cannot be replicated online.

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# AMSTERDAM THE STYLE OUTLETS EXPANDS ITS PREMIUM BRAND MIX WITH FIVE NEW ADDITIONS

Amsterdam The Style Outlets, the first outlet centre in the Greater Amsterdam area, recently expanded its exciting retail mix with five new boutiques: Camicissima, Anne de Solène, O bag, Lindt and Name It.



IMAGE: NEINVER



The centre has increased its men’s fashion offer with Camicissima, the home decor selection with Anne de Solène, and added Name It to the kids’ fashion line-up. Additionally, O bag opens as the first brand specialised exclusively in accessories, and Lindt strengthens the centre’s food options.

The Dutch flagship centre, which opened in November 2020 with some brands debuting for the first time in the Dutch outlet market, features an exciting shopping selec-

tion with over 100 stores and 19,000 m2 of GLA. Top brands at the centre include adidas, Björn Borg, Dstrezzed, Geox, GUESS, Karl Lagerfeld, New Balance, Nike, O’Neil, Petrol Industries, PUMA, Salomon, Skechers, S. Oliver and The Kooples.

“We are proud to continue welcoming top new brands to Amsterdam The Style Outlets despite the pandemic, which proves the quality of this flagship centre and underlines the resilience of the outlet channel. The new stores further



# OUTLET NEWS



enhance our customers' shopping experience, which combines a unique shopping selection, a prime location and an exceptional shopping environment inspired by Amsterdam's industrial heritage," says Marcel Herben, Centre Manager of Amsterdam The Style Outlets.

Due to Covid-19 restrictions, the centre is operating under shopping by appointment. Neinver, which operates the

centre under the joint venture with Nuveen Real Estate, has implemented a new booking tool in the centre's website through which customers can easily schedule their private shopping appointments, making the planning of visits more convenient.

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# THE SPORTS BRAND JOMA OPENED ITS STORE AT LA TORRE OUTLET ZARAGOZA

On Thursday, March 25, Joma landed at La Torre Outlet Zaragoza to surprise sports lovers in its nearly 400-square-meter store. The leading sports brand in Spain and one of the main internationally started with amazing opening promotions: an additional 20% on the outlet price of textile products and, also, with a raffle in which the first purchase may be free to participants.



“At last, we can announce that one of the most valued sports brands arrives at La Torre Outlet Zaragoza. Joma is a world-renowned firm and its opening in the middle of the Spring campaign is the perfect opportunity to acquire accessories and sportswear for this season”, highlighted Claudio Poltera, Director of the centre.

Joma occupies the top ten of the most successful companies distributing its products in more than 106 countries and currently sponsors more than 300 professional soccer teams around the world, such as Atalanta BC, Villarreal CF, ACF Swansea, Toulouse, RSC Anderlecht, Cruz Azul, TSG Hoffenheim and SD Eibar; or the national teams of Ukraine and Romania.

In recent years, the brand has also begun to sponsor other sports and disciplines and, among others, it is worth highlighting its presence on the World Padel Tour, in the Spanish rugby and handball teams; or in the athletics federations of Mexico, Spain and Morocco.



IMAGE: ROS RETAIL OUTLET SHOPPING

Its opening on March 25 coincides with the celebration of the third Super Thursday of La Torre Outlet Zaragoza, a very special appointment for fashion and leisure enthusiasts, since they will be able to find the best offers and promotions of the month in the shopping centre.

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# MÁXIMO-MOTO OPENED FIRST UK OUTLET IN WEST BROMWICH

Spanish motorcycle clothing and equipment retailer Máximo-Moto opened its first UK outlet at Astle Retail Park in West Bromwich.



IMAGE: MÁXIMO-MOTO



It has signed a ten-year lease for unit 8, a 5,076 sq ft retail space at the popular Black Country shopping mall, which is owned and managed by national commercial property and investment company LCP.

The decision was taken by the company after Brexit to give easy access to the British motorcycle users to world class biking gears with fastest availability and local reach. The company has already begun to sell at its online store [www.maximomo.co.uk](http://www.maximomo.co.uk) and soon the outlet will be open to the public.

Barry Flint, asset manager at LCP, said: “It’s great news to welcome a brand that already has a strong identity in Spain and which has chosen Astle Retail Park for its first UK store. It adds a different offer for shoppers and we expect to

welcome motorcycle enthusiasts from far and wide, when Máximo-Moto opens. We’re looking forward to working alongside staff.”

Ed Purcell, director of Creative Retail, which acted as agent on the letting, added: “We are very pleased to have let this unit so quickly whilst in challenging circumstances. The letting to Máximo-Moto will further diversify the retail offering at Astle Retail Park, and bring a new European retailer to the UK.”

Fit out is underway, with a potential opening date of mid-April.

Agents were Creative Retail and Mason and Partners.

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# CITY OUTLET BAD MÜNSTEREIFEL CONTINUES TO GROW

Renowned study confirms: The only inner-city outlet in Europe is one of the best in Germany.



Success is the result of making the right decisions. Many of them were made in August 2014 when the City Outlet in Bad Münstereifel opened its doors. Before Covid-19, around 2.5 million visitors visited the bargain paradise nestled in this medieval gem with its historic town centre. But the ever-increasing popularity among customers and the company’s own striving for further development made it necessary to take an important step forward.

The success story of the outlet with its total area of over 10,000 square metres is being continued: After lovingly restored existing buildings have been added again and again over the course of time, the only inner-city outlet in Europe is now expanding once again. The increased demand for retail space will be met in the coming year by an expansion from currently around 40 to approximately 46.

“We are further expanding the offer in the premium segment by a total of 1,000 to 1,400 square metres so that we can offer our visitors even more variety. With this measure on several buildings, we are adding four to six international top brands to our portfolio,” explains Marc Brucherseifer, who, along with Harry Ley, is one of the two managing directors of City Outlet Bad Münstereifel GmbH.

From the opening onwards, the professional and sustainable letting of all newly added spaces is once again the responsibility of Haslinger Retail Real Estate Consulting. And the specialists from Adelsheim in Baden-Württemberg are already in negotiations with potential tenants – which are already proving to be thoroughly positive at this early stage.



IMAGE: CITY OUTLET BAD MÜNSTEREIFEL

## THREE POINTS IN PARTICULAR PLAY INTO THE CONSULTING COMPANY’S HANDS:

On the one hand, there is the outlet’s inner-city location, which uniquely combines a growing form of retail with the ambience of a romantic town over 1,000 years old. On the other hand, a renowned study recently confirmed the outstanding position of the City Outlet in Bad Münstereifel. In the outlet ranking in the 10,000 to 15,000 square metre category, it climbed to second place within Germany, behind Wertheim Village. This is the conclusion of the OCPRE – Outlet Center Performance Report Europe 2020, which was presented by the research institutes ecostra GmbH from Germany and magdus from France on 22 February





2021 for the 13th time. The report is based on a Europe-wide survey of international brand manufacturers on the economic performance of the individual stores they operate in the various outlet centres. Of the 176 outlets surveyed in Europe, the one in Bad Münstereifel came in 37th. This means that it improved by almost 50 per cent compared to the previous year's rank of 75.

“The positive development of the City Outlet Bad Münstereifel is also absolutely remarkable from our point of view,” Dr. Joachim Will also agrees, and the ecostra managing director explains: “This is especially true since we were still sceptical at the beginning whether such an inner-city outlet concept could work. I am all the more pleased with the success. Also, because it has made possible the revitalisation of a historic old town with attractive uses for customers. That is a very special achievement.”

According to Michael Haslinger, there is an important third aspect that keeps the enquiries for vacant rental space coming in: After the lockdown in April 2020, outlet centres

are among the very few winners in retail. This is also clearly shown by the turnover figures available so far. “Outlets are so popular with brand manufacturers at the moment that there are bottlenecks in leasing,” Haslinger knows. With his team, he is responsible for renting out more than 14 outlets in five countries. Therefore, he knows his way around both worlds and knows the reasons for the rush. “The latest top position in the German ranking for the City Outlet in Bad Münstereifel underlines our successful orientation towards a demanding public. The independently compiled report also attests to a high level of trust among our brands, as the competence, experience and performance of the centre operators are also important success factors for the evaluation,” says Michael Haslinger, pleased with the good assessment of his work, which is also reflected in the report.

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# TOMMY HILFIGER AND CALVIN KLEIN OPEN AT FASHION HOUSE MILITARI IN BUCHAREST

FASHION HOUSE Group welcomes two of the most famous American premium brands to FASHION HOUSE Outlet Centre Militari in Bucharest.



IMAGE: FASHION HOUSE MILITARI



Tommy Hilfiger and Calvin Klein have taken nearly 350 sqm in the Outlet Centre and both shops will offer visitors a wide range of premium fashion items such as clothing, footwear and accessories for men and women, with discounts of at least 30 per cent of the initial price, every day.

Tommy Hilfiger and Calvin Klein stores will open their doors to customers in FASHION HOUSE Outlet Centre Militari on Saturday, 13th March, just in time for the Centre's Super Outlet Shopping Day, with items discounted up to 90 per cent in participating stores.

Founded in 1985, Tommy Hilfiger is one of the world's leading lifestyle brands recognised for bringing to life the classic American cool spirit. Driven by a passion for bold ideas, Tommy Hilfiger's name became synonymous with red, white, and blue American palette. For over 35 years, Tommy Hilfiger has been delivering premium styling, high-quality and value to consumers worldwide.

Calvin Klein is a premium fashion brand with bold ideas and a sensual aesthetic that is recognised worldwide. Founded in 1968 in New York, Calvin Klein elevates everyday essen-



# OUTLET HOUSE



tials to globally iconic status by being synonymous with luxury. The minimalist approach to design and authentic connection to culture has resonated across generations for over 50 years.

“Tommy Hilfiger and Calvin Klein are two of the world’s most famous premium brands and we are immensely proud both brands have chosen us as a powerful partner to expand and optimise their distribution networks in the capital. These recent additions further demonstrates that the outlet concept in Romania continues to show significant high growth potential. With the substantial number of new premium tenants offering permanent discounts up to 70 per cent every day, all year round, and constant growth of customers’ interest in outlet shopping, we are expecting a very promising year”, said Cornelia Nicolae, retail operations director of FASHION HOUSE Group, Romania.

The recent agreements with Tommy Hilfiger and Calvin Klein follow FASHION HOUSE Group’s efforts to ensure a broad portfolio of tenants. In the last six months, eight renowned tenants have joined FASHION HOUSE Outlet Centre Militari: Cacharel, United Colors of Benetton, Liu Jo, Decimas, Smyk, Numero Uno, Dika and Kigili.

The total retail floor space in FASHION HOUSE Outlet Centre Militari exceeds 14,000 square meters, boasting 60 international and national brand stores. In the last 12 years, the Outlet Centre has constantly improved its retail mix, offering Romanian shoppers discounts up to 70 per cent every day, all year long.

Some of the brands on offer in FASHION HOUSE Outlet Centre Militari include adidas, Puma, Sizeer, Otter, Diesel, US Polo, Under Armour, English Home, Levi`s, Lee Cooper-TimeOut-KVL, Factory Outlet, Colin`s, Marc O` Polo, Guess, Desigual, Cacharel, Triumph and Tom Tailor.

The Group is now working on the opening of a second outlet centre in Bucharest, FASHION HOUSE Pallady, located near A2 motorway. This new Centre will become home to over 60 stores, restaurants, a children’s play area and over 300 free car parking spaces for visitors and will open in the summer of 2021.

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# HINES OUTLET VILLAGES IN RUSSIA SHOW POSITIVE PERFORMANCE THROUGH THE PANDEMIC

Hines announced that outlet retail shopping centers in Russia, including Outlet Village Belaya Dacha, Outlet Village Pulkovo and The Outlet Moscow Arkhangelskoe, all demonstrated positive growth performance for 2020, despite the global pandemic.



IMAGE: HINES



Sales and footfall traffic, tenant growth and safe shopping practices represent the keys to that success, underscoring the stability of the outlets' format and the appeal for consumers.

## SALES AND FOOTFALL

Despite the pandemic, Outlet Village Belaya Dacha increased like for like sales by 2% in 2020 compared to 2019, continuing the trend of positive growth for each year the

center has been open since 2012. Additionally, more than 3 million people visited the shopping destination in 2020, representing a 2% increase in footfall traffic year over year. At the same time, the average check increased by 3% when compared to 2019. The continued growth came despite periods of time during quarantine when many refrained from shopping until certain restrictions were removed.

Outlet Village Pulkovo like for like sales increased by 21% in 2020, compared to 2019. The outlet village welcomed over





1.7 million guests in 2020, an increase of 11% year over year. These figures were achieved partly by the fact that St. Petersburg has become one of the centers of domestic tourism, and the city’s residents missed in-person shopping. Outlet Village Pulkovo, due to its unique amenities, was also one of the first shopping locations to open after the restrictions were lifted.

The Outlet Moscow Arkhangelskoe opened in the middle of the 2020 pandemic and became the first outlet in Russia focused on the premium and luxury brands such as Gucci, Prada, Valentino, Brunello Cucinelli, Brioni, Kiton, Etro, Billionaire, Agent Provocateur, Coach and Patrick Roger. Since its opening in June, Outlet Arkhangelskoe welcomed more than 400,000 guests, with 24% of those visitors visiting the outlet twice or more. The outlet’s sales are also showing solid growth with a 20% increase month-over-month.

“2020 was the most challenging year ever in our history. Still, we are quite pleased that we ended the year with positive growth,” commented Antoni Gascon, retail director at Hines. “Closing our shopping centers due to the pandemic was something that we could have never imagined, and fortunately, we never did. Since the start of the pandemic, we have worked closely with our tenants in order to face the situation in the best possible way.”

**NEW TENANTS**

In 2020, Outlet Village Belaya Dacha also welcomed 19 new tenants, including Lindt, 12 Storeez, Dirk Bikkembergs, HUGO, Montblanc and Togas. In addition, the food hall welcomed three new tenants with Greek, Hawaiian and Italian cuisines – Gyros, Poke Bowl and “Zdraste! Nam po paste!” There is also now more space in the food hall to allow for social distancing. Additionally, the village opened the Double B coffee shop on the main square.

In December 2020, Phase III of Outlet Village Pulkovo was inaugurated with an added 5,077 square meters to introduce 20 new boutiques. These new tenants will include Helly Hansen, Ecco, Bugatti, La Biali and Technopark. At the same time, Hines opened a multifunctional space of 500 square meters where different events and exhibitions will be held during the year. The first event hosted a retro cars exhibit with interactive features in partnership with Velgutsgarage and AutoBloggerShow.

“Our shopping malls were the perfect place for going out and getting back to the normal life, with nice stores, great discounts, free parking and open air streets where one can walk around and enjoy the outdoors. That’s why outlet villages are so popular and why they have become even more successful during this pandemic period,” continued Gascon.

**SAFE SHOPPING**

The outlet village concept and the open-air shopping format proved to be attractive for shoppers in terms of the possibility of maintaining social distance and became a safer alternative for shopping.

All three centers took precautions for guests and staff seriously. Store employees now wear personal protective equipment, and hand sanitizers are located in many boutiques and public areas. Added communication materials are placed throughout the outlets and serve as reminders for visitors to wear masks and maintain social distance. Also, depending on the size of the stores, the number of shoppers allowed inside at one time is temporarily limited.



# MCARTHURGLEN DESIGNER OUTLET MÁLAGA IN SPAIN CELEBRATES ITS FIRST ANNIVERSARY

Since its opening, the Centre has received more than 3 million visitors. In 2020, new premium and luxury brands such as Prada, Burberry, Armani, ECOALF and Furla, among others, opened its doors in the centre.



IMAGE: MCARTHURGLEN



McArthurGlen Designer Outlet Málaga has just celebrated its first anniversary after having received more than three million visitors since its opening on 13 February 2020. For the Centre, the balance of this first year is positive, despite the pandemic, both for the influx of visitors, as well as for the growth of firms present in it and the high rates of customer satisfaction.

Since its reopening in June last year, the Centre has continued its grow, incorporating new international brands such as Prada, Burberry, Armani and Furla, as well as the

Spanish brands Bimba y Lola, Ecoalf and Silbon. Some of them have opened for the first time a commercial space in the south of Spain. These new firms complete the Centre's brand mix and increase its attractiveness as a shopping destination for national and international customers.

It is worth highlighting the Centre's ability to adapt to the "new normal", in which society has been immersed since June



# OUTLET MÁLAGA



The safety and well-being of customers and employees has always been and will always be McArthurGlen's top priority, and it has been demonstrated during this first year of operations.

The Centre offers a unique shopping experience in the region thanks to its outdoor spaces that ensure the safety of visitors. McArthurGlen maintains strict health and safety protocols guaranteed by the Bureau Veritas "Shop Safer" certification, which ensures that the Centre complies with all necessary measures to prevent the spread of Covid-19.

After a year full of uncertainty, McArthurGlen Designer Outlet Málaga is looking to the future with optimism with the arrival of new brands this year and the gradual recovery of tourism.

Javier Mendizábal, Centre Manager of McArthurGlen Málaga commented:

*"We offer a unique shopping destination concept in the region. We believe that our offer can contribute to the evolution of the tourism model of the Costa del Sol, through a selection of the best premium and luxury brands with year-round savings of up to 70% in an exclusive environment such as Málaga, which will help attract a higher quality tourism and where visitors feel 100% safe. This supposes a positive impact for the region with the generation of new jobs, since our opening and in the future". He also emphasizes how "Little by little we hope to return to normality, recover international tourism and be able to continue offering the best shopping experience to both local and international customers, with all the security measures".*

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## NEINVER OBTAINS THE AIS ACCESSIBILITY CERTIFICATION FOR ITS CENTRES IN FRANCE AND ITALY

The company's sustainability goals include certifying its entire owned portfolio under accessibility standards in the near future.



IMAGE: NEINVER



Neinver has obtained the AIS (Accessibility Indicator System) certification for its centres in France and Italy. With these certifications, Neinver continues its progress in its ongoing commitment to providing a fully inclusive shopping environment and offering support for people with limited mobility or disabilities.

The certification evaluates aspects related to physical, sensory and cognitive functional diversity criteria to guarantee that any person, regardless of their condition, can move throughout the outlet centre comfortably and safely. Some

of the measures include adapted bathrooms and lactation rooms, high-contrast signage, dedicated adapted parking spaces, and the adaptation of evacuation routes and emergency exits, just to name a few.

In France, Roppenheim The Style Outlets obtained the 4 star AIS certification, and in Italy, Vicolungo and Castel Guelfo The Style Outlets earned 3 stars. They join Neinver's Spanish portfolio, certified in 2018-19. The company's sus-





tainability goals include achieving accessibility standards for its entire portfolio in the near future, in line with its commitment to continue increasing the long-term value of its centres for all its stakeholders.

The AIS certification – the only international certification standard for the degree of accessibility of spaces – is granted by Fundación ARS (Foundation for Accessibility and Social Responsibility), a private non-profit organisation that has been carrying out social projects and initiatives for over 40 years.

**NEINVER'S SOCIAL AND ENVIRONMENTAL COMMITMENT**

Neinver's portfolio reflects the company's ambitious sustainability strategy. The company has certified 90% of its

portfolio under BREEAM In-Use and four ISO standards (9001,14001,50001 and 45001).

The company's firm commitment to responsible investment and management is also seen in its receipt of a GRESB 5 Star rating in the 2020 Global Real Estate Sustainability Benchmark, the main global environmental, social and governance (ESG) benchmark for real estate investments across the world. By receiving the highest rating, NEINVER's ESG performance is positioned among the top 20% of the real estate industry. The company also increased its overall score to 90/100, well above the GRESB average of 70/100.

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# RETAIL AND LEISURE SECTOR BOUNCES BACK AS THE JUNCTION OPENS WITH TWO NEW TENANTS

One of Northern Ireland’s leading retail and leisure destinations will reopen with a bang on Friday 30th April after four months of closure, welcoming two new tenants to the scheme, representing a total investment of £120k.



The two leasing deals, which take a combined 6,500 Sq ft of retail space, are creating 15 jobs, and signal a positive bounce back for the challenged retail and leisure sector following a year of lockdown closures. They are indicative of a growing sense of virtual fatigue among consumers and a desire for fresh, new, physical experiences.

For fitness fans, the 4,733 Sq ft martial arts fitness club, Heat MMA will offer everything from a fully equipped gym, 1-2-1 personal training and a packed schedule of classes for both adults and children. The family run business has been in operation since 2012 but has seen demand for its particular style of coaching and training rise in recent years, driven further by a year of lockdown and home training.

With 150 members currently, the expectation is for a 20% rise in membership – with day passes, pay-as-you-go classes and monthly memberships available to suit all requirements.

Local café brand, Synge & Byrne will open its 15th store at The Junction later this month, adding to the scheme’s already strong roster of food & beverage outlets and flying the flag for local produce.

Customers to the newly fitted out 1,724 Sq ft establishment will benefit from the brand’s fresh approach to traditional



IMAGE: THE JUNCTION

favourites including artisan coffee & cakes, quiches and pies, fresh sandwiches, and a wide range of plant-based options – all sourced from local suppliers such as Yellow Door, Java Republic or fresh from the Synge & Byrne bakery.

**Chris Flynn, Centre Director at The Junction, said:** “After months of closure, opening with two new store experiences is the perfect way to welcome our loyal customers back to The Junction and hopefully encourage some new faces to



# LOTUS MMA



the scheme. The arrival of Heat MMA complements our existing sports credentials perfectly with anchor tenants Nike and Asics and Synge & Byrne is a fantastic addition offering the very best of local produce – something we know is top of mind with our customers who have been enjoying our Urban Market on-site during lockdown. We also know consumers are longing for the physical experience of a day out shopping mixed with other leisure pursuits such as going to the gym, eating out and meeting friends and The Junction is the ideal destination to do this.”

**Craig Stewart, Senior Asset Manager at Lotus Property, owners of The Junction, said:** “We’re encouraged by these two new leasing deals, which were completed as we awaited the Executive’s definitive dates for easing of lockdown restrictions. We know from last year’s reopening that the bounce back was strong as consumer demand to get out

and about provided our tenants with the much-needed boost they needed after a tough few months. This lockdown period has arguably been the hardest so we’re expecting a significant level of footfall to the scheme. The fact we’re one of only a few fully outdoor shopping and leisure destinations means we can also welcome back the more cautious customer and ensure that all staff, tenants and customers feel comfortable to visit, stay longer and most importantly return, following a positive experience.

These latest developments are the first in a pipeline of positive leasing activity that’s happening at The Junction, so watch this space for more exciting news in the coming weeks and months.”

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THE EUROPEAN PLACEMAKING MAGAZINE

# LONDON DESIGNER OUTLET PREDICTS ‘SUMMER OF SHOPPING’ AS GUESTS FLOCK BACK TO CENTRE IN WEEK SINCE REOPENING

Total sales at London Designer Outlet up +148% as guests rediscover the joy of shopping (against reopening of June '20).



IMAGE: LONDON DESIGNER OUTLET



By opening in this way, Westfield gives entrepreneurs the space to start selling safely under the current circumstances and in accordance with the applicable guidelines. The planned festivities will be postponed to a later time, when the restaurants, cinema and other leisure activities can also be opened. Westfield is the first comprehensive shopping experience of this size in the Netherlands.

## THE FUTURE OF RETAIL

Westfield Mall of the Netherlands is a unique, innovative shopping, dining, leisure and entertainment destination in

the heart of the Randstad, Leidschendam. From brunch to shopping, from a movie to extensive dining, experience is central at this mall. Completely different from other shopping centers in the Netherlands, partly due to the arrival of various flagship stores, the high-quality architecture, distinctive catering establishments, special events and a wide range of leisure options. Experience is key at Westfield, so we sat around the table with every retailer to create a unique experience within the Mall.





The Gallery is also a completely new concept for the Netherlands, where visitors can find an attractive and unexpected mix of designer and lifestyle brands such as Ace & Tate, Skins Cosmetics, Smaak Amsterdam and Miccy's Jewelz on 3,000 m<sup>2</sup>. Ranging from a special selection of boutiques, lifestyle shops, coffee shops and pop-up stores, this revolutionary concept in the Dutch retail world makes it possible to create the intimate atmosphere desired by consumers. A modern reinterpretation of a classic shopping street.

## CRAFTSMANSHIP, TASTE AND EXPERIENCE

Westfield Mall of the Netherlands offers a wide range of taste and flavours within their Food & Dining offer. The

brand new Eat Theater features a mix of local and well-known eateries. In addition to spacious seating, good coffee and kiosks, ten restaurants are also located, including The Butcher and pizza hotspot Toni Loco. The prominent centerpiece of the dining and entertainment space is the elegant golden ceiling feature decorations, which create an enchanting centerpiece. The thirty golden curtains consist of no less than 12,251,200 links and have a total surface of 3,020 m<sup>2</sup>. In other words, a 235 km long chain, approximately the distance between The Hague and Maastricht.

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# ACROSS ADVISORY BOARD

The body's declared aim is to offer its expertise in topic formulation. It identifies the challenges the industry faces as well as the opportunities, emerging trends, etc. it sees. ACROSS's Advisory Board currently has 22 members. These are (in alphabetical order):



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Leisure and Placemaking at  
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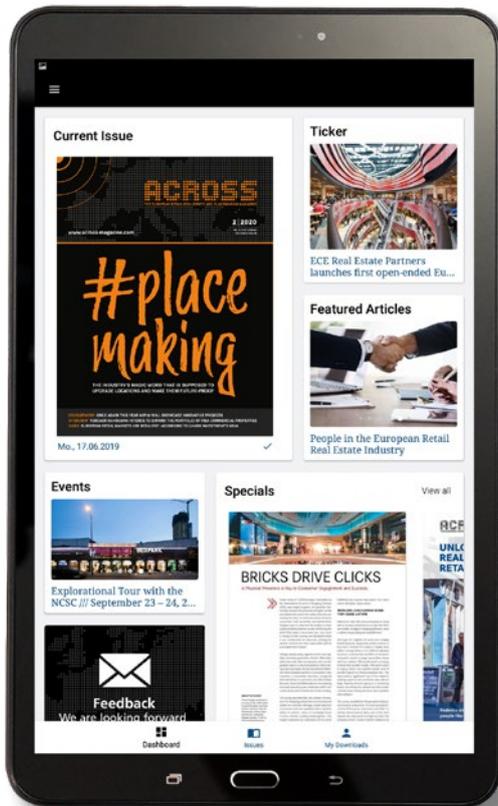


IMAGE: EVA TRIFFT

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Member of the Executive  
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# ACROSS E-PAPER HIGHLIGHTS

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**ATRIUM**  
 NETHERLANDS  
 ATRIUM GROUP SERVICES B.V., NETHERLANDS  
 World Trade Center, I tower, 6th floor  
 Strawinskylaan 1959 1077XX, Amsterdam

POLAND  
 Atrium Poland Real Estate Management Sp. z o.o.  
 Ostrobramska 75C, Warsaw, 04-175  
 Phone: +48 22 458 20 00  
 recepcja-pl@aere.com

CZECH REPUBLIC AND SLOVAKIA  
 Atrium Czech Real Estate Management s.r.o.  
 Vinohradska 2828/151  
 130 00 Praha 3 – Zizkov

RUSSIA  
 Manhattan Real Estate Management, LLC  
 JAVAD Business Centre, The Triumph Palace  
 Chapaevskiy pereulok, building 3, 125057  
<https://aere.com>

Atrium is a leading owner, operator and redeveloper of shopping centres and retail real estate in Central Europe. Atrium specializes in locally dominant food, fashion and entertainment shopping centres in the best urban locations. Atrium owns 26 properties with a total gross leasable area of over 809,000 sqm and with a total market value of approximately €2.5 billion. These properties are located in Poland, the Czech Republic, Slovakia and Russia, and with the exception of one, are all managed by Atrium's internal team of retail real estate professionals.

Atrium is listed on the Vienna Stock Exchange and Euronext Amsterdam under the ticker ATRS. In January 2020 Atrium announced a strategy to diversify its portfolio by investing in and managing residential for rent real estate, with a primary focus on Warsaw.

## christmasworld

**CHRISTMASWORLD**  
 Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
 60327 Frankfurt am Main, Germany  
 Phone: +49 69 75 75 0  
 Email: [christmasworld@messefrankfurt.com](mailto:christmasworld@messefrankfurt.com)  
[www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)

Christmasworld – Seasonal Decoration at its best – is the leading international trade fair for festive decorations. Exhibitors from all over the world present the latest trends and products for all festive occasions of the year – including innovative concepts for decorating large spaces and outdoor areas, such as shopping centres – in Frankfurt am Main.



**CONIQ**  
 United Kingdom  
 3rd Floor, 15 Long Lane, London, EC1A 9PN  
 Phone: +44 (0)20 7078 8333

United States  
 1 N State St #1500, Chicago, IL 60602  
 Phone: +1-412-523-7087

United Arabs Emirates  
 Lamborghini B. 2nd Floor, Dubai, PO BOX 413184  
 Phone: +971 (4) 52 40 354  
 Email: [marketing@coniq.com](mailto:marketing@coniq.com)  
[www.coniq.com](http://www.coniq.com)

Cineplexx Cinema Group was founded in 1993 as a 100% subsidiary of Constantin Film-Holding GmbH which is an Austrian entrepreneurial managed company. Cineplexx emerged in the transition phase during the 1990s when traditional cinemas were closed and multiplex cinemas entered the market. Since 2008 the group has bundled its international business activities under Cineplexx International GmbH. In total it runs 60 cinemas with more than 400 screens across Austria, Slovenia, Croatia, Serbia, Montenegro, North Macedonia, Albania, Greece, Republic of Kosovo, Bosnia and Hercegovina, Romania and Northern Italy. Total sales reached 150 Mio. Euro in 2019 with about 1600 employees.



**DESIGNER OUTLETS WOLFSBURG**  
 An der Vorburg 1  
 38440 Wolfsburg, Germany  
 Phone +49 5361 89 350 10  
 Fax +49 5361 89 350 30  
[wolfsburg@oci-germany.de](mailto:wolfsburg@oci-germany.de)  
[www.designeroutlets-wolfsburg.de](http://www.designeroutlets-wolfsburg.de)

Designer Outlets Wolfsburg, one of the five largest outlet centers in Germany, provides an exceptional shopping experience with more than 90 brand-direct stores, including notable brands like A&F, Calvin Klein, Coach, Michael Kors, Nike, Polo Ralph Lauren, Tommy Hilfiger and several restaurant options.



**DFV CONFERENCE GROUP**  
 Mainzer Landstraße 251,  
 D-60326 Frankfurt/Main, Germany  
 Phone: +49 69 7595-3000  
 Fax: +49 69 7595-3020  
 Email: [info@dfvcg.de](mailto:info@dfvcg.de)  
[www.dfvcg.de](http://www.dfvcg.de)

dfv Conference Group, the event arm of dfv Media Group, develops, organizes and produces executive-level conferences and conventions across a wide range of sectors and themes. As a relationship manager, it turns media and information into a hands-on experience fostering professional exchange and networking throughout the business community. The majority of the delegates attending its events come from senior management and other top-ranking corporate positions.



**ECE PROJEKTMANAGEMENT**  
 G.M.B.H. & CO. KG  
 Heegbarg 30, D-22391 Hamburg, Germany  
 Phone: +49 40 60606 - 0  
 Fax: +49 40 60606 - 6230  
 Email: [info@ece.com](mailto:info@ece.com)  
[www.ece.com](http://www.ece.com)

ECE was founded in 1965 and is still owned by the Otto family. The company provides all services related to properties from one source. The assets under management currently amount to 32.3 billion euros. With 195 shopping centers under management and activities in 12 countries, ECE is the European market leader in the shopping center industry. Approximately 20,000 retail businesses generate an annual turnover of 22.3 billion euros on an overall sales area of 7 million square meters.



**EUROVEA, A.S.**  
 Pribinova 10, 811 09 Bratislava, Slovak Republic  
 Phone: +421 2 20 91 50 50  
 Email: info@eurovea.com  
 www.eurovea.sk

EUROVEA mixed-use-development and is a part of the modern urban quarter in the vicinity of the historical center of Bratislava and represents an entirely unique and dynamic destination with riverside promenade. Eurovea broader patterns of living, working and shopping as it provides the sort of downtown, high street shopping experience which the city doesn't offer now.



**GERMAN COUNCIL OF SHOPPING CENTERS E.V.**  
 Bahnhofstr. 29, D-71638 Ludwigsburg, Germany  
 Phone: +49 7141 38 80 - 83  
 Fax: +49 7141 38 80 - 84  
 Email: office@gcsc.de  
 www.gcsc.de

The German Council of Shopping Places, GCSP, represents the interests of over 770 member companies in the shopping center and commercial real estate industry, including operators and developers, trade representatives, service providers, consultants, investors, and other companies.



**GfK GEOMARKETING GMBH**  
 Fuhrentwiete 14, 20355 Hamburg, Germany  
 Phone: +49 7251 9295 100  
 Fax: +49 7251 9295 290  
 Email: info@gfk-geomarketing.com  
 www.gfk-geomarketing.com

GfK GeoMarketing is one of Europe's largest providers of geomarketing services and products. Our business areas include: Consultancy and research expertise, Market data, Digital maps, RegioGraph. GfK GeoMarketing is a subsidiary of GfK, one of the world's largest and most renowned market research companies. Drawing on this international network of wide-ranging resources and expertise, GfK GeoMarketing promotes business success and "growth from knowledge".



**HB REAVIS SLOVAKIA A. S.**  
 Mlynské Nivy 16  
 821 09 Bratislava  
 Slovakia  
 www.hbreavis.com

HB Reavis is an international workspace provider with strong experience in retail projects. Over the years HB Reavis created a network of shopping centers in Slovakia and the Czech Republic that are top-ranking in their respective regions. In the minds of customers the Aupark brand is inseparably linked with quality shopping and active leisure. In 2020, HB Reavis will deliver the Nivy Station project in Bratislava. A mixed-use scheme combining a shopping center, an international bus station, and a modern urban marketplace where customers can buy fresh groceries and the finest domestic products, all topped by an accessible green roof. This project will become yet another vital addition to Nivy zone, an up and coming new district in the Slovak capital with a vibrant business ecosystem.



**HEUER DIALOG GMBH**  
 Luisenstr. 24, 65185 Wiesbaden, Germany  
 Phone: +49 (0)211/46905-0  
 Fax: +49 (0)211/463051  
 Email: contact@heuer-dialog.de  
 www.heuer-dialog.de

As the market leader for networking in the form of events and business matching, Heuer Dialog has been accompanying the real estate industry in accessing all disciplines that deal with questions about the future of urban and real estate worlds since the 1980s. With around 50 events per year we enable high-level executives to meet on our platforms physically, virtually or even both at the same time in a hybrid setting for sustainable urban, real estate and building development. We build networks with power, creativity and capital that secure the future of cities, regions and companies.

As initiator and moderator, Heuer Dialog brings together minds from architecture, civil engineering, ecology, economics, sociology, technology and law in face-to-face dialogues. Over the past four decades, more than 100,000 personalities have taken part in lectures and discussions that have led to impulses for current and future action.

In association with the Immobilien Zeitung and the dfv Mediengruppe with more than 100 specialist titles, Heuer Dialog sees itself as the competence centre for events related to real estate.



**HMSHOST INTERNATIONAL**  
 Evert van de Beekstraat 364,  
 1118 CZ Schiphol, The Netherlands  
 Phone: +31-(0)88-6034000  
 www.hmshost.international

HMSHost International is part of the Autogrill Group—the world's leading provider of food & beverage and retail services for people on the move. We operate in Europe, Asia-Pacific, and the Middle East and have 50 years' experience in airport restaurant operations, design, concept and development. We transform travelers into customers by enticing them to use our services and ensuring that when they think back on the experience, it brings a smile to their face. HMSHost International creates places where people want to be. We do this by original and unique food & beverage concepts, sophisticated marketing initiatives, clever technical innovations and engaged staff.



**HYPERIN INC.**  
 Headquarters:  
 Tammasaarenkatu 1  
 FI-00180 Helsinki, Finland  
 Phone: +358 10 421 6560  
 Email: europe@hyperin.com  
 www.hyperin.com

hyper[in] – MANAGE. MONETIZE. CONNECT.  
 hyper[in] brings a game-changing solution for people who MANAGE shopping malls. We provide all the tools for multi-channel communication, collaboration and integration between you and your tenants. You can MONETIZE spaces to outside advertisers and marketers. You have always up-to-date information that you can use to CONNECT to consumers and understand them. We are a Red Herring Top 100 Winner in recognition as one of the leading private technology and innovation companies. For more information, please visit [www.hyperin.com](http://www.hyperin.com).



**IMALLINVEST EUROPE GMBH**  
 Kapuzinerstraße 38, 55116 Mainz, Germany  
 Rödingsmarkt 9, 20459 Hamburg, Germany  
 Phone: +49 6131 617 00 46  
 Email: office@imallinvest.eu  
 www.imallinvest.eu

iMallinvest Europe is an independent and dedicated retail asset management and investment advisory firm. The company advises institutional real estate investors and developers of modern shopping destinations in their acquisitions, complex asset restructuring projects and disposal programs. iMallinvest contributes independent expert views to investors' asset specific, strategic business planning. Its management is specialised in advising alongside variant forms of international real estate investment partnerships.



**IMMOFINANZ GROUP**  
 Wienerbergstr. 9  
 1100 Vienna, Austria  
 Phone: +43 1 88 090  
 Email: communications@immofinanz.com  
 www.immofinanz.com

IMMOFINANZ is a commercial real estate group whose activities are focused on the retail and office segments of seven core markets in Europe: Austria, Germany, Poland, Czech Republic, Slovakia, Hungary and Romania. The core business covers the management and development of properties, whereby the STOP SHOP (retail), VIVO! (retail) and myhive (office) brands represent strong focal points that stand for quality and service. The real estate portfolio has a value of approx. EUR 5.0 billion and covers more than 210 properties. IMMOFINANZ is listed on the stock exchanges in Vienna (leading ATX index) and Warsaw. Further information under: <http://www.immofinanz.com>



**INGKA CENTRES HOLDING BV**  
 Bargelaan 20, 2333CT Leiden, Netherlands  
 Mailing address: P.O. Box 42, 2300AA Leiden, Netherlands  
 www.ingkacentres.com

With over 40 years of experience, Ingka Centres today owns 45 centres on 15 markets that span from Europe to China and Russia, welcoming 480 million visitors each year. Our centres are always anchored by an IKEA store and we are now on a journey to develop a new kind of meeting places that involve IKEA retail, local communities, our tenants and the many people.



**MALLCOMM**  
 United Kingdom  
 Toolbox Group, Vine Farm, Up Street  
 Bardwell, Suffolk, IP31 1AA  
 Phone: +44 (0) 1359 250208  
 Email: Hello@Mallcommapp.com  
 www.mallcommapp.com  
 United States  
 Mallcomm, 1925 Century Park East, Suite 1700  
 Los Angeles, CA 90067  
 Email: LetsConnect@Mallcommapp.com  
 www.mallcommapp.com

Mallcomm is a 360 technology platform for asset and property management that streamlines everyday tasks, joins up stakeholders and generates new insight for more efficient and effective operations. The platform seamlessly connects all built environment communities: occupiers, operations, suppliers, consumers and other stakeholders. By transforming the users' experience of the space, Mallcomm creates loyalty by connecting people to places while delivering efficient operations, significant budget savings and valuable insights. By using the most established, advanced and cutting edge technology, Mallcomm helps managers curate and promote their ecosystem and provides a suite of powerful data insight to efficiently measure and adapt the outputs of B2B and B2C engagement.



**MAPIC**  
 The international retail property market  
 Phone: +33 1 79 71 90 00  
 www.mapic.com

MAPIC is the key meeting point for retailers looking for partners, and property developers and owners looking for retailers to enhance their sites. MAPIC delivers 3 days of tailored meetings, expert-led conferences and a premium exhibition for industry leaders targeting all types of retail property: shopping centers, cities, factory outlets, leisure areas and transit zones.



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 Phone: +33 1 79 71 90 00  
 www.mapic-italy.it

MAPIC Italy is a deal-making event dedicated to the Italian retail property market. It gathers together Italian and international retailers and investors looking for retail properties and locations to expand their business in the Italian market. Retail property owners, shopping centres management companies and agents will have a unique opportunity to present their assets to a qualified public of clients and prospects.



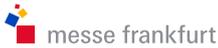
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 Phone: +7 (495) 937 68 61  
 www.mapic-russia.ru

MAPIC Russia is the largest retail real estate event on the Russian market. The exhibition annually brings together leading professionals in the retail real estate industry. MAPIC Russia provides opportunities for the most effective interaction with a professional target audience: retailers, developers, equipment and technology suppliers, management companies, consultants, and investors.



**MEC METRO-ECE  
CENTERMANAGEMENT GMBH & CO KG**  
Fritz-Vomfelde-Straße 18  
40547 Düsseldorf, Germany  
Phone: +49 211 30153-0  
Fax: +49 211 30153-450  
Email: info@mec-cm.com  
www.mec-cm.com

MEC METRO-ECE Centermanagement GmbH & Co. KG is a joint venture of METRO and ECE. As the German national market leader for retail parks, MEC has more than 220 employees and manages over 75 retail properties. Its service portfolio includes customized services for all aspects of integrated center management, including commercial and technical management, leasing, marketing, development, commercial asset management and property management for smaller retail properties. The market value managed (assets under management) was around €3.9 billion in 2020. In all locations, approximately 1,100 rental partners generate an annual turnover of € 3.3 billion over a rental space of 1.7 million m<sup>2</sup>.



**MESSE FRANKFURT EXHIBITION GMBH**  
Ludwig-Erhard-Anlage 1  
D-60327 Frankfurt am Main, Germany  
Phone: +49 69 75 75 - 0  
Email: info@messefrankfurt.com  
www.messefrankfurt.com

Messe Frankfurt is one of the world's leading trade fair organisers. 592,127 square metres of exhibition ground are currently home to ten exhibition halls and two congress centres. Events "made by Messe Frankfurt" take place at approx. 50 locations around the globe and cover the fields of consumer goods, textiles & textile technologies, technology & production, mobility & logistics and entertainment, media & creative industries.



**MIPIM**  
The world's leading property market  
Phone: +33 1 79 71 90 00  
www.mipim.com

MIPIM, the premier real estate event, gathers the most influential players from all sectors of the international property industry for four days of networking, learning and transaction through premium events, conferences and dedicated exhibition zones.



**MK ILLUMINATION**  
Trientlgasse 70, A-6020 Innsbruck, Austria  
Phone: +43 512 20 24 30  
Fax: +43 512 20 24 33  
Email: t.probst@mk-illumination.com  
www.mk-illumination.com

MK Illumination is the leading provider of year-round festive lighting solutions that form the cornerstone of powerful marketing, engagement, and visitor attraction campaigns. The family-owned business was founded in 1996 and has a local presence in more than 40 countries. Each year, its independently-owned subsidiaries combine global experience with local knowledge to deliver upwards of 1200 projects worldwide for clients in a range of sectors including Retail Real Estate, Public Spaces, Travel Retail and Leisure. MK Illumination is known for its innovative full-service approach, its commitment to the highest quality products and services, and for creating extraordinary, tailored solutions that deliver results.



**MULTI CORPORATION B.V.**  
1000Mahler building  
Gustav Mahlerlaan 1025  
1082 MK Amsterdam  
The Netherlands  
Phone: +31 20 25 88 100  
Fax: +31 20 25 88 111  
Email: office-nl@multi.eu  
www.multi.eu

Multi Corporation is a leading pan-European integrated service platform for retail real estate assets, managing about 100 retail assets for institutional investors across Europe and Turkey. We offer a full spectrum of services, including active asset management, shopping centre operations, redevelopment and refurbishment, leasing, legal and compliance. Our broad financial, commercial and technical expertise has enabled us to outperform the industry in terms of occupancy, net rental income and state-of-the-art shopping centre marketing over the past few years. Multi's in-house studio for master-planning and architecture, TDesign, uses their fundamental knowledge of shopping centre functionality to enhance the retail environments in our portfolio. In total, they welcome over 400 million customers annually, spending an estimated € 4 billion in over 6,000 stores, restaurants and leisure attractions. Multi's office network boasts a team of 650+ talented professionals in 14 countries: Belgium, Germany, Hungary, Ireland, Italy, Latvia, the Netherlands, Poland, Portugal, Slovakia, Spain, Ukraine, the United Kingdom and Turkey.



**NEINVER**  
France, Germany, Italy, Poland, Portugal, Spain  
Calle Pio XII, 44 - 2<sup>a</sup> pl  
28016 Madrid, Spain  
Phone: +34 91 490 22 00  
Fax: +34 91 490 23 01  
Email: communication@neinver.com  
www.neinver.com

Founded in 1969, NEINVER is a leading international property company specialized in managing the entire property cycle of its projects. With operations in France, Germany, Italy, Poland, Portugal, Spain, the Netherlands and the Czech Republic, NEINVER has bolstered its position in the European retail property sector, managing 25 centres, 613,000 sqm of GLA, 2,000 store locations and 1,000 of the finest brands. For more than 20 years, NEINVER's growth strategy has been based on specialisation in the outlet sector, through its brands The Style Outlets and FACTORY. It currently manages 18 centres with a total GLA of 368,700 sqm, and is the only outlet operator with an omnichannel strategy.



**PLACEWISE**  
Placewise Group  
Headquarters  
Mellomila 88, 7018 Trondheim, Norway  
Phone: +47 73 60 60 23  
Email: contact@placewise.com  
  
Placewise Americas  
1390 Lawrence Street, Suite #300  
Denver, CO 80202  
Phone: (303) 296-2413  
Email: info@placewise.com  
  
Placewise Asia Pacific  
Singapore, 47 Kallang Pudding, #07-15,S349318  
Phone: +65 6636 1186  
Email: enquiries@placewise.com  
  
Placewise Europe  
Universitetsgaten 10, 0164 Oslo, Norway  
Phone: +47 73 60 60 23  
Contact: Reidun Småge  
Email: reidun.smage@placewise.com  
www.placewise.com

Placewise is the global leader in shopping center property tech, serving more than 1,050 shopping centres, across 4 continents and 20 countries. Placewise has offices in Europe, the USA, and Asia and is backed by both venture and PE funds. We offer the only solution purpose-built for shopping centres to create long lasting digital relationships with shoppers - unlocking the power to monetize retail properties beyond the square meter.



**REBEC**  
Aleksandar Opsenica  
Festlent d.o.o., Džona Kenedija 2  
11080 Beograd, Serbia  
Phone +381 11 303 3712  
Email: conference@rebec.rs  
www.rebec.rs

REBEC, acronym of Real Estate Belgrade Exhibition & Conference, is the indispensable specialized event dedicated to the subjects coming from developments of real estate ventures in the SEE region, premiered in 2008. From the last three Volumes, it has specialized separately and additionally for topics related to the development of the all nature of projects in retail industry. In addition to the conference program, it also includes a fair section, thus attracting all key players of the SEE region who come from the sphere of development & financing, design & construction, contracting & rental, property and asset management segments in the retail industry world.



**REDEVCO B.V.**  
Wibautstraat 224, 1097 DN Amsterdam,  
The Netherlands  
Phone: +31 20 599 6262  
Fax: +31 20 599 6263  
Email: info@redevco.com, Twitter: @Redevco  
www.redevco.com

Redevco is an independent, pan-European real estate investment management company specialised in retail property. The 400 assets under management are spread across the strongest retail concentrations throughout Europe. Our highly-experienced professionals purchase, develop, let and manage properties, ensuring that the portfolios optimally reflect the needs of our clients. We believe in long term investments where quality and sustainability are key.



**REDOS GROUP**  
Holzdamm 28-32, 20099 Hamburg  
Germany  
Phone: +49 40 4293230  
Email: info@redos.de  
www.redos.de

Founded in 2004, the redos Group is one of the leading independent retail property specialists in Germany. The company provides comprehensive portfolio and real estate management services for institutional and semi-institutional investors through its business lines investment, asset management, fund management, redevelopment and advisory. As an investor and active asset manager, redos covers all risk classes, offers all types of investment vehicles and also designs its own funds for large-scale retail properties. The retail specialist currently manages 95 assets across Germany, which are worth 2,91 billion euros.



**ROS RETAIL OUTLET SHOPPING GMBH**  
Graben 28/1/12, 1010 Vienna, Austria  
Phone: +43 1 236 632 63 60  
office@ros-management.com  
http://www.ros-management.com/

ROS Retail Outlet Shopping, headquartered in Vienna, with partnerships in Poland, Italy and France, is an independent retail real estate consulting and centre management company specialised in Designer Outlets and innovative shopping concepts across Europe. The founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience and knowledge in the European outlet market as well as recognized personalities in the industry. The portfolio of ROS Retail Outlet Shopping includes Designer Outlet Soltau, City Outlet Geislingen, Brugnato 5Terre Outlet Village, Designer Outlet Warszawa, Designer Outlet Gdansk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, Barilla Center Parma and further new developments in Europe.



**SES SPAR EUROPEAN SHOPPING CENTERS GMBH**  
Söllheimer Strasse 4, A-5020 Salzburg, Austria  
Phone: +43 662 4471 0  
Fax: +43 662 4471 7199  
Email: office@ses-european.com  
www.ses-european.com

SES – No. 1 in Austria and Slovenia for large-scale shopping centers – is specialized in developing, constructing and managing first-class retail real estate at an international level. The company provides complete service from development to center management in Central, Southern and Eastern Europe. Shopping malls managed by SES are among the very best the industry has to offer.



**THE HAPPETITE**  
The Global event for multi-site restaurant operators. Close deals with the best international food retail concepts!  
Phone +33 1 79 71 90 00  
www.the-happetite.com

The Happetite (previously known as MAPIC FOOD) is the international event dedicated to multi-site restaurant operators looking to grow their business. This powerful business platform is the unique chance to find new international food retail concepts and meet restaurant industry decision makers! In 2020, the event will increase its international reach by welcoming a larger and broader range of international restaurant and dining operators. Key international restaurant chains & operators will exhibit to meet private equity firms and property players to grow their business. Some of them will showcase their concepts in the Tasting area! Held in Milan (Italy), this 2-day event brings together all the restaurant chains, restaurant operators, travel operators, franchise partners and restaurant industry suppliers to develop and create the food destinations of tomorrow.



**TWENTY ONE MEDIA GMBH**  
Office Oberhausen: Essener Straße 3,  
46047 Oberhausen, Germany  
Phone: +49 (0)208 205 3553  
Office Munic: Theatinerstraße 11, 80333  
Munich, Germany  
Phone: +49 (0)89 510 740 19  
info@21m.de  
www.21m.de

21Media has been a leading Marketing and Advertising agency for Shopping Centres for over 25 years. Its client list features some of the biggest names in European retail including Meadowhall, Glatt, ALEXA, CentrO, and Fünf Höfe. Full-service B2B and B2C support is provided at every stage of a mall's life cycle: from strategic positioning through to hands-on day-to-day Centre marketing. The company's reputation as B2B specialists is built on helping owners and operators market their properties with improved leasing tools, engineering a stronger tenant mix and growing a Centre's asset value. 21Media's achievements have been recognised by 15 ICSC European Marketing Awards including the Global ICSC "Best of The Best" Viva accolade.



**UMDASCH THE STORE MAKERS**  
 umdach Store Makers Management GmbH  
 Josef Umdasch Platz 1, 3300 Amstetten, Austria  
 Phone: +43 7472 69 000  
 Email: amstetten@umdach.com  
 www.umdach.com  
 General Contracting by umdach  
 www.umdach.com/en/competences/  
 general-contracting

umdach provides special retail solutions: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realise successful stores. The Store Makers from umdach create extraordinary worlds of experience for demanding customers across Lifestyle Retail, Food Retail and Premium Retail. Digital Retail solutions included. General Contracting—the all-round, care-free package from umdach—has developed strongly in recent years. With a top network of professional experts and prudent management skills, the Store Makers ensure all the trades, such as lighting, floors, fire protection and much more, work to schedule—We take care of everything.



**UNIBAIL-RODAMCO-WESTFIELD GERMANY GMBH**  
 Klaus-Bungert-Straße 1  
 40468 Düsseldorf, Germany  
 Phone: +49 211 30231-0  
 Email: germany@urw.com  
 www.urw.com

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €65.0 Bn as at June 30, 2019, of which 86% in retail, 7% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 92 shopping centres, including 55 flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present on 2 continents and in 12 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers. With the support of its 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has a development pipeline of €10.3 Bn. Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities. Unibail-Rodamco-Westfield stapled shares are listed on Euronext Amsterdam and Euronext Paris (Euronext ticker: URW), with a secondary listing in Australia through Chess Depository Interests. The Group benefits from an A rating from Standard & Poor's and from an A2 rating from Moody's.



**UNION INVESTMENT REAL ESTATE GMBH**  
 Valentinskamp 70 / EMPORIO  
 D-20355 Hamburg, Germany  
 Phone: +49 40 34 919 - 0  
 Fax: +49 40 34 919 - 4191  
 Email: service@union-investment.de  
 www.union-investment.de/reaalestate

Union Investment is a leading international investment company specializing in open ended real estate funds for private and institutional investors. Union Investment has assets under management of some €28.5 billion in ten real estate funds. Active in the property investment business for more than 50 years, Union Investment operates today in 24 countries around the world. In addition to office space and business parks, the Hamburg-based company is investing in business hotels, logistics properties and shopping centers. Union Investment entered the retail sector at an early stage, allowing the company to secure a strategic position in this growing area. The result is a high-quality portfolio presently comprising 46 shopping centers in Germany, Austria, Sweden, Belgium, France, Poland, Czech Republic, Italy, Spain and Turkey, with a current market value of some €7.4 billion.



**VIA OUTLETS**  
 Henry Wood House,  
 2 Riding Street,  
 London W1W 7FA  
 United Kingdom

info@viaoutlets.com  
 www.viaoutlets.com

The newest and fastest growing owner operator of outlet shopping destinations in Europe. VIA Outlets, a private equity fund, has been established in 2014 to acquire existing outlet centres across Europe, and, using the expertise of its operating partners, enhance their performance so as to provide strong investment returns for its shareholders. These returns will be achieved through creating shopping environments which will attract high quality domestic and international brands and their discerning customers. VIA Outlets has been structured to enable it react quickly to acquisition opportunities that may arise in the market. The pan-European portfolio of VIA Outlets comprises 11 centres in 9 European countries with a total GLA of about 259,000 sqm and over 850 stores under management.



**WESTGATE SHOPPING CITY & WESTGATE ZONE**  
 Trgovacki Centar Zagreb d.o.o.  
 Zapresicka 2, Jablanovec, Croatia  
 Email: leasing@westgate.hr  
 Email: westgate@f-o.hr  
 www.westgate.hr

Westgate Shopping City is the largest shopping mall in Croatia and second largest mall in European Union with over 250.000 sqm of space. It is heart of Westgate Zone with additional 500.000 sqm fully infrastructurally equipped land plots around the mall available for various projects of retail, entertainment and tourism. Westgate is located centrally in north Croatian region on outskirts of Zagreb and in under 90 minutes of drive a dense region of Slovenia and Austria with a large catchment area of around 3.500.000 inhabitants. Closest catchment area of Westgate is north Croatia and Zagreb as capital and makes for 560.000 inhabitants in under 15 minutes to center and 1.3 mil. inhabitants in under 30 minutes of drive. Center has public transport access by bus and train. Regulation in Croatia allows working Sundays and flexible opening hours. As a family mall of Croatia, Westgate has the largest indoor kid's playground in Croatia spaced on over 4.000 sqm and gives various entertainment and gastronomical offer as well as unique museum of old timer vehicles what makes it an in destination.



**YARDI SYSTEMS GMBH**  
 An den Grachten 29  
 55120 Mainz, Germany  
 Phone: +49 613 1140763  
 www.yardi.de

Technology provider Yardi is committed to the design, development and support of investment, asset, and property management solutions to help companies drive success in today's real estate market. Yardi presents a complete set of connected real estate solutions designed to help you manage every role and every aspect of your real estate business from any internet browser and any device. Serving clients in over 80 countries across the world, and supporting 12 million residential units, 12 billion commercial square feet, and more than 1 trillion euro in assets under management, Yardi has experience you can trust to power your business.



## **ACROSS Medien- und Verlags GmbH**

1010 Vienna, Austria  
Ebendorferstraße 3 | 10  
Phone: +43 1 533 32 60 0  
Fax: +43 1 533 32 60-15  
E-Mail: office@across-magazine.com

### **Publisher**

Reinhard Winiwarter  
Phone: +43 1 533 32 60 0  
E-Mail: r.winiwarter@across-magazine.com

### **Advertisements**

Reinhard Winiwarter  
Phone: +43 1 533 32 60 0  
E-Mail: r.winiwarter@across-magazine.com

### **Publishing Manager**

Bernadetta Makselan  
Phone: +43 1 533 32 60 0  
E-Mail: b.makselan@across-magazine.com

### **Editorial Team**

Claudia Aigner  
Phone: +43 1 533 32 60 0  
E-Mail: c.aigner@across-magazine.com

Ionut Oprea  
Phone: +43 1 533 32 60 0  
E-Mail: office@across-magazine.com

### **Online Editor**

Phone: +43 1 533 32 60 0  
E-Mail: onlineeditor@across-magazine.com

### **Art Director**

Katrin Fail  
Phone: +43 1 533 32 60 0  
E-Mail: office@across-magazine.com